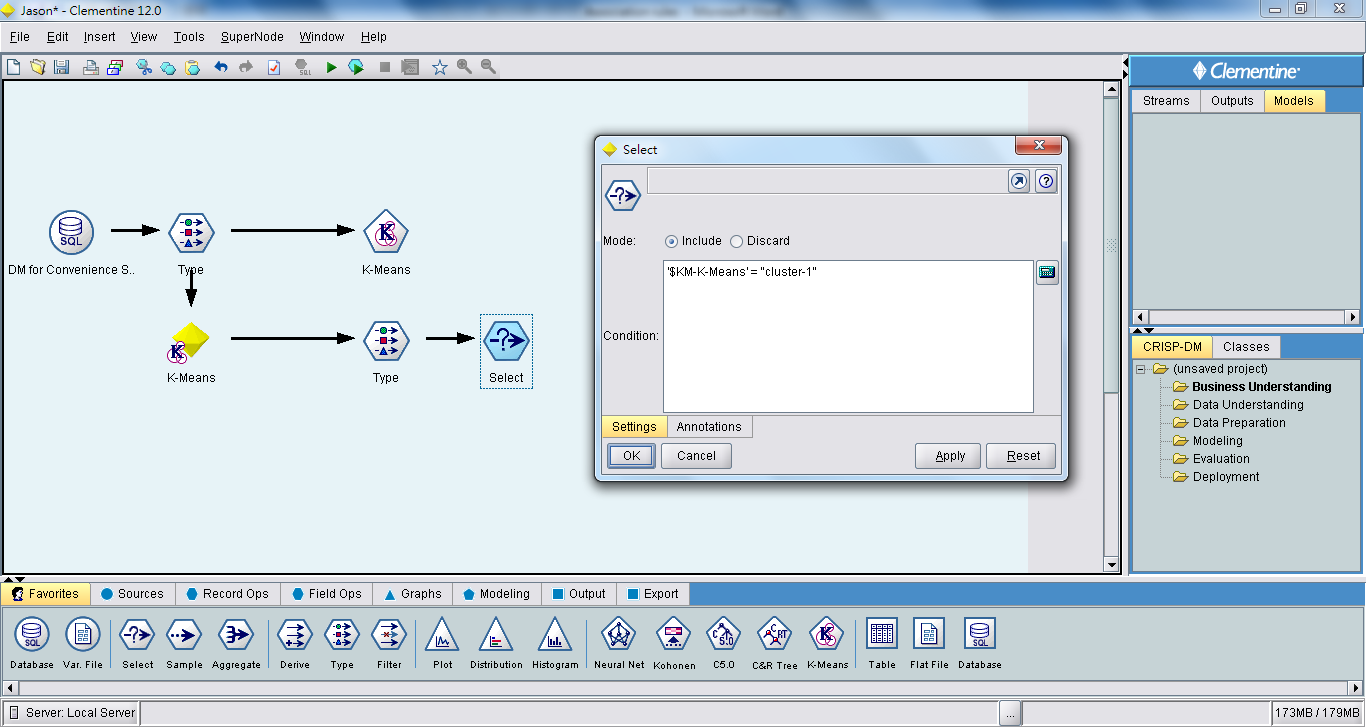
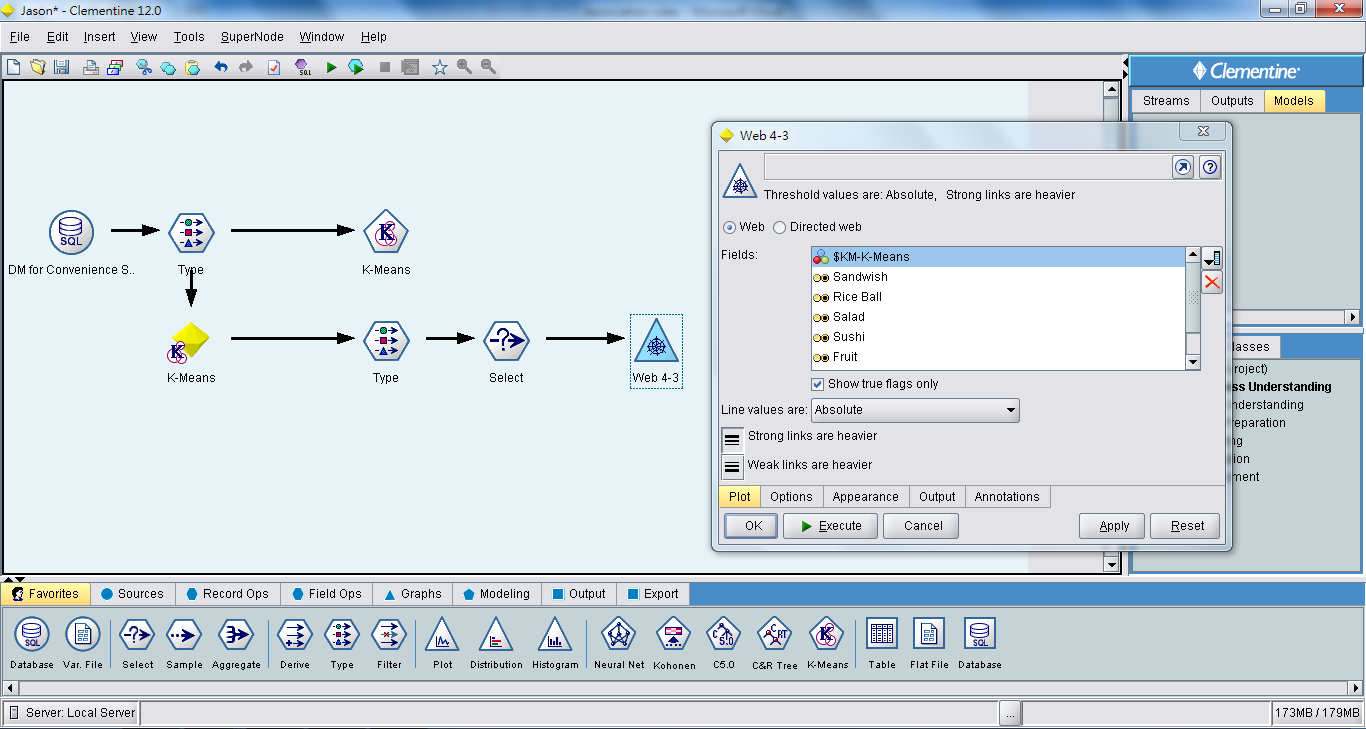
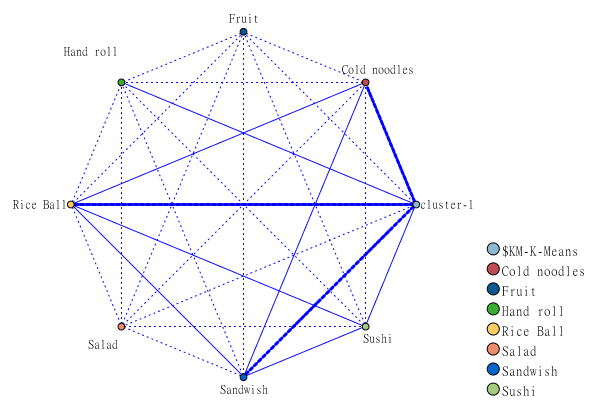
**Association rules instruction on SPSS Modeler**



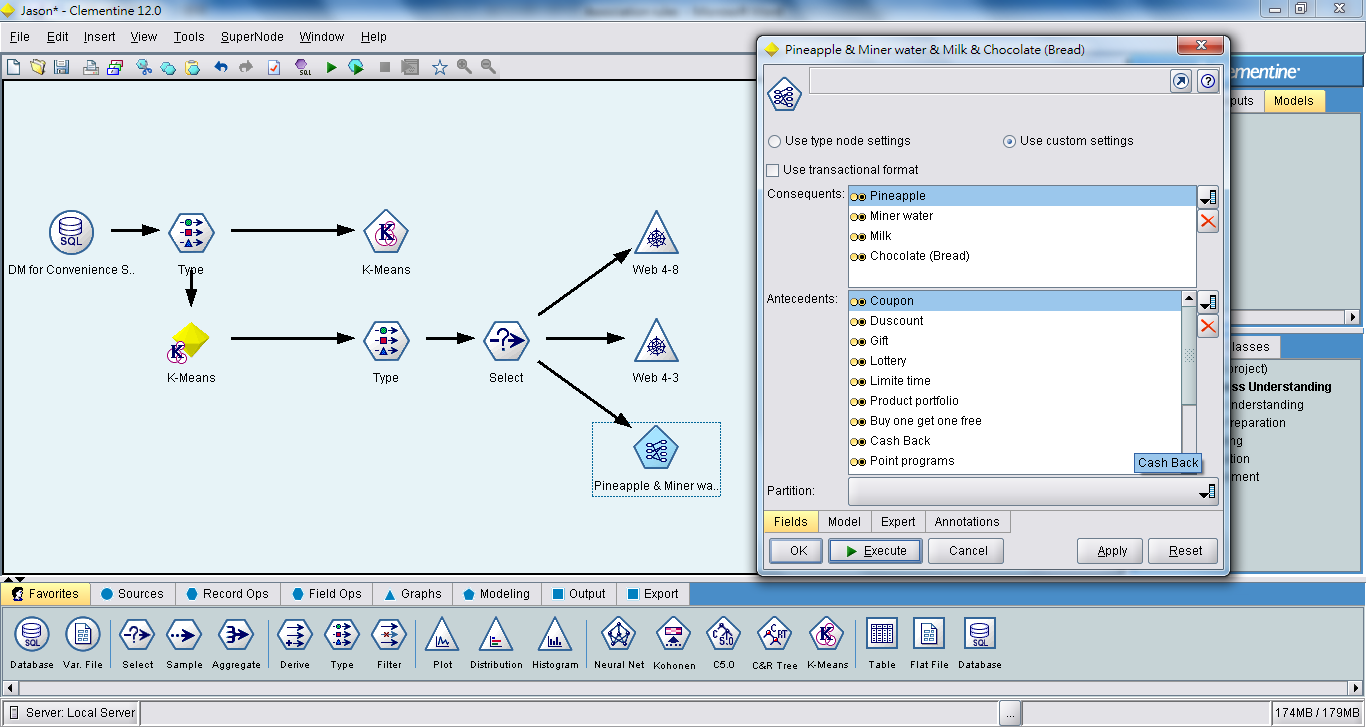
Customer profile is start at analyzing customer Cluster-1. Retrieve Cluster-1 node file of .CSV file from Disk.



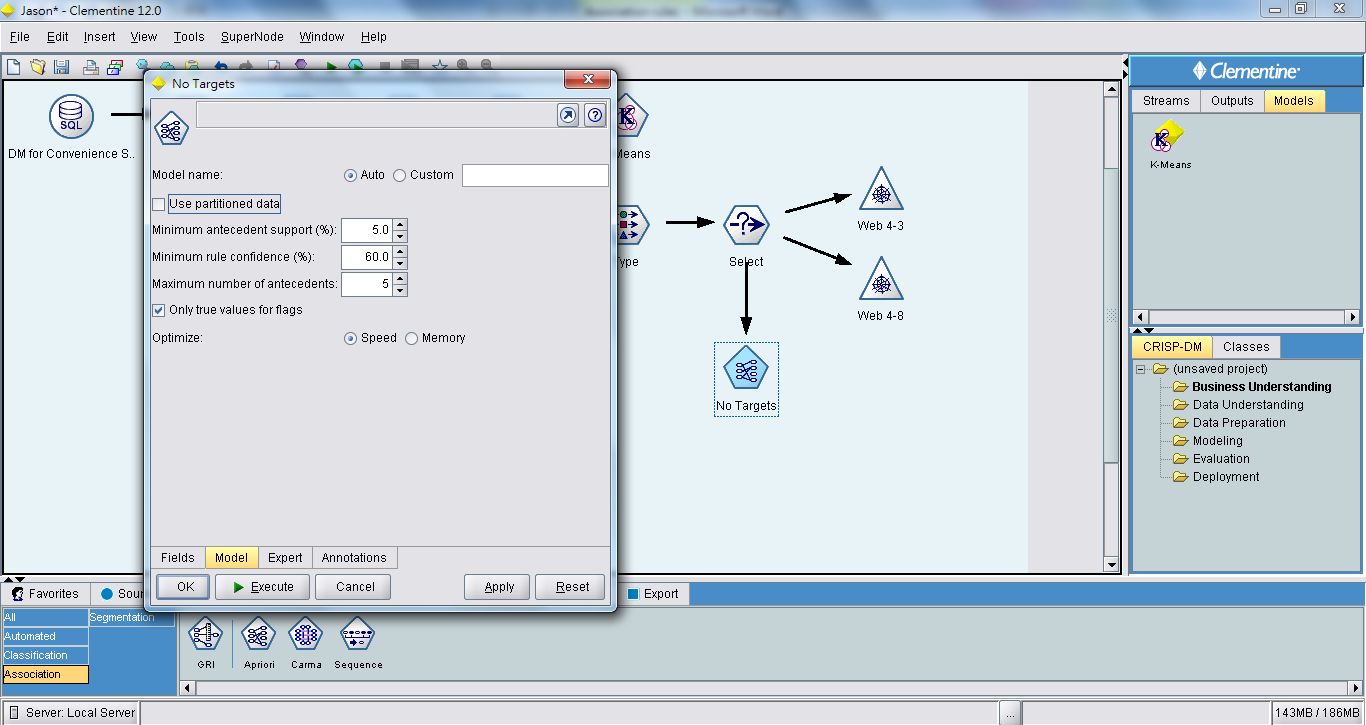
Association rules are analyzed to Cluster 1 on fresh food preference and purchase behaviors by retrieving data from database. Analysis results are generated on below association map diagram.



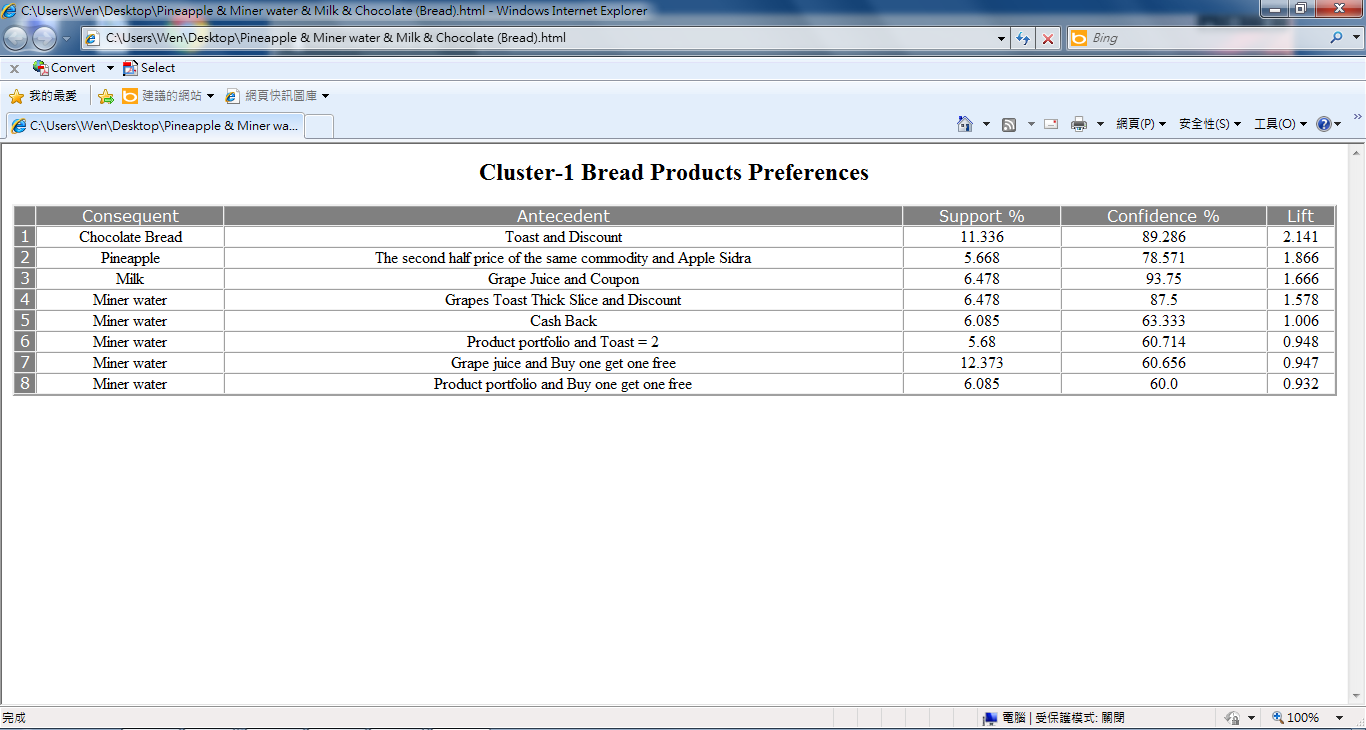
Association map of fresh food



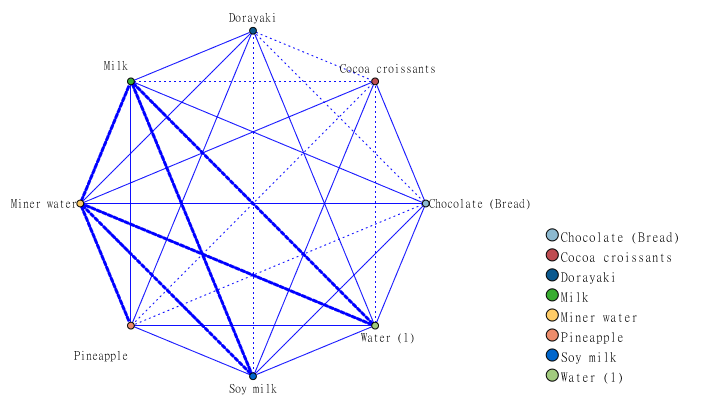
In addition, association rules are analyzed to Cluster 1 on fresh food preference and purchase behaviors for a product mix design by generating node from Disk and retrieving data from database.



In this analysis, mini support is set up to 5% and mini confidence is set up to 60%.



Then, we can find some association rules on the bread product preference.



Association map of product mix of fresh food

Then, association rules are analyzed to Cluster-1 on a product mix of fresh food. Analysis results are generated on above association map diagram.